



Retail Goods and Services Expenditures

Prepared by DCA

Counties: Coosa, AL

Top Tapestry Segments:		Demographic Summary		2007	2012
Rural Bypasses	43.6%	Population		11,937	11,652
Southern Satellites	21.3%	Households		4,851	4,796
Rooted Rural	11.9%	Families		3,469	3,374
Crossroads	11.0%	Median Age		39.9	41.5
Senior Sun Seekers	6.3%	Median Household Income		\$34,442	\$37,597

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	52	\$1,436.74	\$6,969,643
Men's	55	\$271.19	\$1,315,525
Women's	50	\$481.94	\$2,337,886
Children's	62	\$271.22	\$1,315,665
Footwear	47	\$238.00	\$1,154,530
Watches & Jewelry	49	\$96.13	\$466,341
Apparel Products and Services ¹	53	\$78.27	\$379,696
Computer			
Computers and Hardware for Home Use	54	\$119.07	\$577,589
Software and Accessories for Home Use	50	\$14.93	\$72,423
Entertainment & Recreation	63	\$2,158.50	\$10,470,905
Fees and Admissions	46	\$280.41	\$1,360,270
Membership Fees for Clubs ²	48	\$76.19	\$369,598
Fees for Participant Sports, excl. Trips	49	\$55.39	\$268,687
Admission to Movie/Theatre/Opera/Ballet	43	\$64.20	\$311,424
Admission to Sporting Events, excl. Trips	49	\$28.06	\$136,105
Fees for Recreational Lessons	43	\$56.58	\$274,456
TV/Video/Sound Equipment	62	\$718.00	\$3,483,032
Community Antenna or Cable Television	67	\$444.32	\$2,155,397
Color Televisions	53	\$73.30	\$355,564
VCRs, Video Cameras, and DVD Players	61	\$23.76	\$115,273
Video Cassettes and DVDs	62	\$37.81	\$183,399
Video Game Hardware and Software	60	\$19.76	\$95,869
Satellite Dishes	68	\$1.04	\$5,023
Rental of Video Cassettes and DVDs	58	\$34.75	\$168,581
Sound Equipment ³	51	\$80.04	\$388,298
Rental and Repair of TV/Sound Equipment	56	\$3.22	\$15,628
Pets	76	\$334.47	\$1,622,532
Toys and Games	64	\$116.70	\$566,116
Recreational Vehicles and Fees ⁴	81	\$367.74	\$1,783,888
Sports/Recreation/Exercise Equipment ⁵	62	\$143.52	\$696,228
Photo Equipment and Supplies ⁶	58	\$80.09	\$388,527
Reading ⁷	55	\$117.57	\$570,312
Food	64	\$5,403.42	\$26,212,005
Food at Home	67	\$3,352.33	\$16,262,147
Bakery and Cereal Products	66	\$478.68	\$2,322,054
Meat, Poultry, Fish, and Eggs	69	\$906.14	\$4,395,708
Dairy Products	67	\$366.27	\$1,776,756
Fruit and Vegetables	62	\$540.50	\$2,621,957
Snacks and Other Food at Home ⁸	68	\$1,060.74	\$5,145,672
Food Away from Home	61	\$2,051.09	\$9,949,858
Alcoholic Beverages	53	\$329.14	\$1,596,647
Nonalcoholic Beverages at Home	71	\$307.85	\$1,493,404



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	31	\$464.63	\$2,253,936
Vehicle Loans	76	\$4,699.68	\$22,798,166
Health			
Nonprescription Drugs	72	\$87.41	\$424,010
Prescription Drugs	86	\$497.44	\$2,413,093
Eyeglasses and Contact Lenses	66	\$54.97	\$266,638
Home			
Mortgage Payment and Basics ⁹	54	\$4,707.51	\$22,836,130
Maintenance and Remodeling Services	56	\$1,099.22	\$5,332,328
Maintenance and Remodeling Materials ¹⁰	77	\$289.85	\$1,406,043
Utilities, Fuel, and Public Services	69	\$3,004.51	\$14,574,855
Household Furnishings and Equipment			
Household Textiles ¹¹	57	\$79.13	\$383,858
Furniture	53	\$342.26	\$1,660,312
Floor Coverings	50	\$45.18	\$219,188
Major Appliances ¹²	70	\$205.24	\$995,606
Housewares ¹³	58	\$61.42	\$297,965
Small Appliances	66	\$24.19	\$117,357
Luggage	43	\$4.42	\$21,450
Telephones and Accessories	57	\$27.24	\$132,132
Household Operations			
Child Care	44	\$183.04	\$887,941
Lawn and Garden ¹⁴	80	\$358.20	\$1,737,619
Moving/Storage/Freight Express	55	\$29.28	\$142,039
Housekeeping Supplies ¹⁵	68	\$527.43	\$2,558,542
Insurance			
Owners and Renters Insurance	73	\$349.62	\$1,695,987
Vehicle Insurance	67	\$973.74	\$4,723,620
Life/Other Insurance	69	\$443.61	\$2,151,956
Health Insurance	75	\$1,473.76	\$7,149,234
Personal Care Products ¹⁶	63	\$297.80	\$1,444,628
School Books and Supplies ¹⁷	54	\$64.76	\$314,172
Smoking Products	81	\$389.05	\$1,887,296
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	75	\$4,308.40	\$20,900,063
Gasoline and Motor Oil	76	\$1,544.95	\$7,494,564
Vehicle Maintenance and Repairs	64	\$687.22	\$3,333,719
Travel			
Airline Fares	45	\$185.85	\$901,564
Lodging on Trips	55	\$224.62	\$1,089,617
Auto/Truck/Van Rental on Trips	42	\$18.27	\$88,632
Food and Drink on Trips	56	\$265.76	\$1,289,217

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.



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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁵**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁶**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁷**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

⁸**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

⁹**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹⁰**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, insulation materials, and materials to finish a basement, for owned homes.

¹¹**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹²**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹³**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁴**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁵**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.

¹⁶**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁷**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

¹⁸**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.